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June 2008 Innovative Ideas for Dairy Processors

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NEW PRODUCT REVIEW

Disney Consumer Products North America, Glendale, Calif., and Stremicks Heritage Foods, Santa Ana, Calif., have teamed up for a national roll out of Disney Little Einsteins Milk. Made from milk not treated with hormones, a single serving contains 32mg of docohexaenoic acid (DHA), an omega-3 fatty acid shown to support brain and eye development and heart health through every stage of life. This is the first Disney-branded refrigerated dairy beverage to launch since Disney announced its food guidelines in 2006.

"The Disney brand and characters are in a unique position to market beverages that kids want and parents feel good about," says Lance Gatewood, v.p. of food, health and beauty for Disney. "Disney has a long-term commitment to the health of kids around the world through its new food guidelines, which require the Disney name and its characters to be associated with kid-focused products that limit calories, fat, saturated fat and sugar. Developing this product line with industry leaders such as Stremicks Heritage Foods brings us one step closer in delivering on this commitment."

Sam Stremick, director of sales and marketing for Stremicks, adds, "Teaming with Disney provides the opportunity to create healthy products that kids will identify with, while enabling parents to provide a highly nutritional and great-tasting beverage that their children will want to drink."

Jericho, N.Y.-based Friendship Dairies introduces All Natural Digestive Health Cottage Cheese. In addition to promoting digestive health with live active probiotic (*Bifidobacterium*) cultures, a half-cup serving also delivers a good source of calcium and prebiotic fiber (oligofructose-enriched inulin) to support healthy bones. This low-fat cottage cheese is made with 2% milk and is rich in protein to help build and maintain muscle tissue.

"We're seeing increased

consumer demand for products that provide more natural attributes as well as products that contain functional nutrients that deliver healthy benefits," says Paige Pistone, director of marketing. "We look forward to a continued commitment in bringing innovation to our All Natural line of cultured dairy products."

Wyke Farms, the United Kingdom's largest independent cheese producer and milk processor based in Somerset, England, introduces a full range of cheese and dairy products to the U.S. marketplace, including a variety of vintage and mature Cheddars. The U.S. debut includes Just Delicious Extra Mature Cheddar, Rich & Creamy Mature Cheddar, Simply Gorgeous Vintage Cheddar, So Mellow Mild Cheddar, TNT Aged Cheddar and Village Oak Vintage 18 Month-Old Cheddar, as well as the company's half-fat Cheddar, Leskol (contains only 1.3% saturated fat) and Wyke's Truly Scrumptious Farmhouse Butter.

"We are thrilled to introduce our line of farmhouse Cheddar and butter to the United States," says Richard Clothier, third-generation family member and managing director. "Our family has taken great pride in the taste, texture and development of our products for more than a century, and we are looking forward to sharing our heritage and passion with cheese lovers in the U.S. market."

U.S. produce sales have grown nearly 20% over the past two years. With lettuce and potatoes making up nearly 40% of yearly vegetable sales, Sargento Foods Inc., Plymouth, Wis., has chosen to respond by introducing Salad Finishers and Potato Finishers—chef-inspired blends of Sargento natural cheeses and other premium toppings. The move into the produce category

is a first for Sargento, and one likely to be well received by at-home chefs eager for new flavors and meal ideas. “The consumer desire for customization was a key factor in the development of our Salad and Potato Finishers,” says Chip Schuman, v.p. of marketing—consumer products division.

The five Salad Finishers are: Cheddar Chicken (flame-grilled marinated whole chicken breast, Cheddar cheese and crispy seasoned croutons), Cheddar Bacon (smoked real bacon crumbles, Cheddar cheese and crispy seasoned ranch croutons), Chicken Caesar (flame-grilled marinated whole chicken breast, Parmesan cheese and crispy seasoned Caesar croutons), Bistro Chicken (flame-grilled marinated whole chicken breast, mozzarella cheese with sun-dried tomato and basil, and toasted almonds) and Cranberry Pecan (mozzarella and Asiago cheese, dried cranberries and toasted pecans).

The three Potato Finishers are: All American (white Cheddar cheese sauce with chives, Cheddar cheese and smoked real bacon crumbles), Au Gratin (Cheddar cheese sauce, Monterey Jack cheese and crispy onion-seasoned breadcrumbs) and Cheddar Broccoli (Cheddar broccoli sauce, Monterey Jack cheese and smoked real bacon crumbles).

The individually packaged ingredients allow for customization. Finishers are merchandised in the produce section of grocery stores and sell for \$2.99 to \$3.69. Dairy Foods now offers Dairy Product Innovations, (www.dairyfoods.com/dpi) an e-newsletter focused on new dairy products and new products and services from dairy industry suppliers. Subscribers receive Dairy Product Innovations monthly with the occasional special installation or themed issue focusing on specific niches like artisan cheese or organic and natural foods. To subscribe, visit www.dairyfoods.com.

